

Academic & Research Report Writing

Course layout

Unit 1 : Introduction

Importance of report writing in academics and research. Various kinds of academic and research activities. Necessity of report writing for achievement of academic and research goals. Various kinds of reports / presentations. Characteristics of academic and research reports / presentations. Conclusions.

Unit 2 : Research paper writing

Types of research papers, Structure of research papers, Research paper formats, Abstract writing, Methodology, Results and discussions, Different formats for referencing, Ways of communicating a research paper.

Unit 3 : Thesis writing

Structure of a thesis, Scope of the work, Literature review, Experimental / computational details, Preliminary studies, Results and Discussions, Figures and Tables preparation, Conclusions and future works, Bibliography, Appendic.

Unit 4 : Tools and Techniques, Miscellaneous Reports

Various word processors, e.g, MS Word, Libra-office, etc. Making effective presentations using Power Point and Beamer, Uses of plagiarism detection tools. Writing research proposals, Writings project proposals, Lecture notes, Progress reports, Scientific reports etc.

Unit 5 : Research and publication ethics

Publication ethics: definition, introduction and importance. Best practices and initiatives. Publication misconduct, concept, problems and types. Copyright and violation.

Books and references

1. A Step-by-Step Guide to Writing Academic Papers, by Anne Whitaker September 2009
2. On Writing a Thesis by C P Ravikumar, IETE Journal of Education, 2000

DIGITAL MARKETING SYLLABUS

Unit-1 Digital Marketing: Introduction, Meaning, Concept, Advantages and Disadvantages, Scope, and Objectives.

Unit-2 Affiliated Marketing and Network Marketing: Meaning, Concept, Advantages and Disadvantages, Difference between AM and NM, Concept of MLM.

Unit-3: Graphic Designing: Introduction to CANVA, Importance, Features and Tools, Basics, Practical approach of using CANVA.

Unit-4: Social Media Marketing: Introduction, Meaning, Concept, Advantages and Disadvantages, SMM strategies to use different social media platform.

Unit-5: Search Engine Optimization: Introduction, Meaning, Concept, Practical approach of using SEO.

Learning Outcomes: After completion of this paper students will be able to understand:

1. Uses of different social media platforms.
2. Meaning and concept of MLM, NM, AM.
3. Practical approach of using CANVA and SEO.
4. How to manage social media platforms for business.
5. Basics of Digital Marketing.

Recommended Books:

- The Art of SEO: Mastering Search Engine Optimization-Book by Eric Enge, Jessie Stricchiola, and Stephan Spencer
- Digital Marketing Strategy: An Integrated Approach to Online Marketing-Book by Simon Kingsnorth
- Building a StoryBrand: Clarify Your Message So Customers Will Listen-Book by Donald Miller
- The Zen of Social Media Marketing: An Easier Way to Build Credibility, Generate Buzz, and Increase Revenue-Book by Shama Hyder
- One Million Followers: How I Built a Massive Social Following in 30 Days-Book by Brendan Kane
- Social Media Marketing All-in-One for Dummies-Book by Doug Sahlin and Jan Zimmerman
- Marketing 4.0-Book by Hermanwan Kartajaya, Iwan Setiawan, and Philip Kotler